

#AllHuman #AllEqual Disability Rights Campaign



Brian Dawson, Communications Manager,
Irish Human Rights and Equality Commission

ECRI Seminar for Equality Bodies
September 28, 2020



**Because we're all human.
Means we're all equal.**

#AllHuman #AllEqual



Coimisiún na hÉireann um Chearta an Duine agus Comhionannas
Irish Human Rights and Equality Commission

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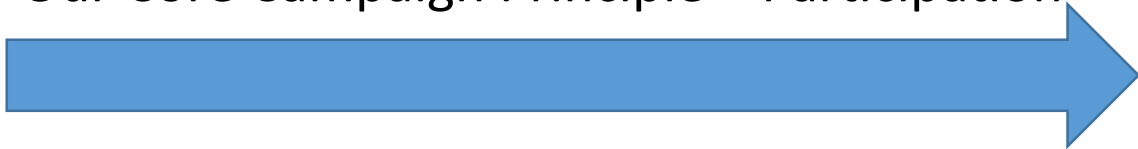


Coimisiún na hÉireann
um Chearta an Duine
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Irish Human Rights and
Equality Commission

About the Commission

- Commission of 15 human rights and equality experts, appointed by our President.
- Ireland's national equality body and national human rights institution with powers set out in legislation.
- As Ireland's NEB we have a mandate to deliver cross-cutting public awareness campaigns ...but how to ensure impactful campaigns?

Our Core Campaign Principle – Participation



1. **Participation is key** – putting the people with the lived experience to the forefront.
2. **Empathy at the centre of communications messaging** – seeking to bridge gaps in understanding & awareness.
3. **Using campaigns to challenge assumptions** and societal “shared beliefs”
4. **A positive message**, as a driver of proactive change – using humour to make a serious point where suitable.



Campaign Summary

A woman with long brown hair, wearing a bright red dress, is sitting on a white stool in a studio. She is smiling and looking towards the camera. The studio is filled with professional equipment, including cameras on tripods, microphones, and lighting rigs. The background is a plain, light-colored wall. The entire scene is overlaid with a semi-transparent blue filter.

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Means we're all equal.

Goal

Challenge ***societal and individual attitudes*** that limit people with disabilities' meaningful participation in everyday life.

Approach

Frank and humorous ***short videos and audio*** of people with disabilities speaking about their personal experiences.

Two phase media

- Summer phase – June- August 2019
National Radio/Digital/ Social/ National Cinema
- Winter phase – December – January 2020
National TV and social through Christmas and New Year.

Creative Approach & Context

People with disabilities in their own words

1. Increase **awareness** by exposing stigma, societal 'norms' and ignorance.
2. Shift **behaviours** and **attitudes**.
3. Inspire action through **emotion**.
4. Create positive, **empowered** narrative.

About the Participants



Ferdia MacAonghusa @ferdiemaca
Ferdia MacAonghusa is a graduate of IADT Film and TV Production. He is a freelance writer with work and disability featured in the Irish Times.

Raymond Grehan @raymondgrehan
Raymond Grehan lives in Longford, Ireland, is a full-time home maker to a dad of two children and has seven disabilities in his family.

Fiona Ferris @F_ferris
Fiona Ferris is Deputy CEO of Aniam. Fiona is also a proud artistic self-advocate and proud parent of a young child with an autism diagnosis.

Eiliona Greici
Eiliona Greici is a Disability Advisory Committee Member. Holds a LL.M Degree in International and Comparative Disability Law and Policy, and a B.A. International Degree, from NUI Galway.

James Cawley @jcauleyjr
James Cawley is Policy Officer at the Independent Living Movement. He is a disability activist and a former secondary school teacher. He has a BA and a Professional Masters of Education from Maynooth University. He lives his life independently using Personal Assistance Service.

Barbara Brennan @SeeChangeIIL
Barbara Brennan is the Programme Coordinator of See Change, Ireland's National organisation dedicated to ending the stigma that surrounds mental health. It is informed by people with lived experiences of mental health difficulties and aims to reduce stigma one conversation at a time.

Dermot Lowndes
Dermot Lowndes is on the Steering Committee of the National Platform of Self-Advocates and is a member of Inclusion Ireland's self-advocacy sub-committee. Dermot sports others on his experience of self-advocacy and the rights of people with disabilities.

Gary Allen @garallic
Gary Allen is a software engineer living in Galway with his wife, Linda, for almost 20 years. Gary graduated from DCU in 1991 with a degree in Computer Science and also holds a Diploma in Executive and Life Coaching.

Louise Brunton @lubrachi
Louise Brunton is a DJ and freelance journalist regularly contributing to the Irish Times and images.ie. Louise is also creator of Legless in Dublin website and co-creator of a new club night in Dublin called Pure Shores.

Patrick Mason
Patrick Mason, in his 40's, works in a local pizza take-away and likes to get 'out and about'. Patrick values making connections in his local community and in society generally, as he visits restaurants, art galleries and more. Sic Mason is Patrick's sister and closest supporter.

Shelley Gaynor @shelleyonwheels
Shelley Gaynor is Chairperson of Independent Living Movement Ireland, with a passion for technology in particular Assistive Technology and the barriers it can break down for disabled people. Shelley directs a Personal Assistants Service through her own company shelleyonwheels.

Shubhangi Karmakar @soosalis
Shubhangi Karmakar is a 22-year-old postgrad in Molecular Medicine in Trinity College Dublin and a Visiting Researcher in Neurodevelopmental Disorders abroad. She is better known internationally as her moniker 'Roosalist' for her leadership in creative advocacy as a Woman of the Year 2019, and she is a journalist, a diversity and inclusion educator, and an artist and designer.

Rosalieen McDonagh @rosalibocir
Rosalieen McDonagh is a successful playwright, a frequent columnist with the Irish Times and holds a BA and two MPHs from Trinity College Dublin. Rosalieen is currently a PhD candidate in Northumbria University and is a board member of Pavoo Point, Traveller and Roma Centre.

Key Takeaways

1. Exceptionally high impact in crowded marketplace, over-delivered across radio, cinema and digital. Secured value for money.

2. Resonated strongly with public audiences, championed by external organisations, campaign circulated by policymakers and business community.

3. Conversation started, opportunity to increase awareness with additional support.

4 Continuity needed to reinforce impact, especially around changing behaviours.



78% (+10) - believe their needs to be greater participation of people with disabilities in the workplace



73% (+8) - reject that people with disabilities have lower personal ambition than people without disabilities



75% (+10) - want to see greater visibility of people with disabilities in politics and public life



48% (+6) - believe disability is caused by the way society is organised, rather than a person's impairment

“An Historic Campaign”

Framing disability positively

Social model of disability

Accessible communication

Policy springboard

Reasonable accommodation

Crosscutting campaign

Building community



Watch the Short Campaign Videos

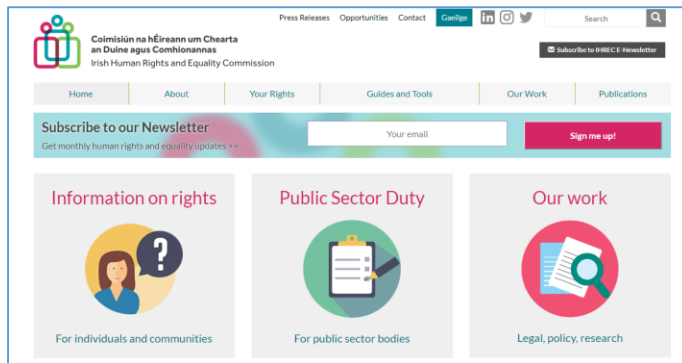
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